Administrative & Marketing Strategies to Increase the Admissions – Placements Ratio for Management Course in Private Colleges

(An Empirical Study for Bangalore City)

A Synopsis
Presented for Awarding the
Doctor of Philosophy Degree

RESEARCH SUPERVISOR:

DR. JAYANTI GOYAL

RESEARCH SCHOLAR:

PRITHWIRAJ DAS

Registration No 8018771910002

Department of Management

Shyam University, Dausa, Rajasthan

2019

INDEX

Serial Number	Contents	Page Numbers
1	Introduction	3-4
2	Review of Literature	4-7
3	Research Gap	7
4	Objectives of Research	7-10
5	Hypotheses	10
6	Area of Research	10
7	Research Design	10 -11
8	Sampling Method	11
9	Chapterization	12-13

10	Bibliography	13-17

Introduction

Around the world, management education plays significant role. It provides qualified business managers working in different levels in varied organizations handling multi level work. The Karnataka Government is also investing heavily on education for social and economical development of the country. At the same time private colleges are offering varied higher education courses including Masters of Business Administration. Bengaluru, being the IT (information technology) capital of India, most of the educational and economical activities are centred here. This has increased the flow of students to Bengaluru as the city offers more opportunities for higher education and personal development. Realizing the huge potential of growth and economic benefit in the education sector, the number of private colleges has significantly increased in Bengaluru. There are around 65 private Masters of Business Administration colleges in Bengaluru which got established on 2010 or after. This has increased the competition among the private colleges to attract more students. They, therefore, adopt extensive marketing strategies to promote their college. They strategically link the 7Ps (product, price, place, promotion, physical evidence, process

& people) of service marketing to enhance the possibility of private colleges to meet the needs and wants of the students. Private colleges are making huge investments in formulating and implementing marketing strategies to increase enrolment in their colleges.

Hence, this study makes an attempt to analyze the effect of admission marketing strategies of the Masters of Business Administration private colleges in Bengaluru.

Review of literature

Bulley (2014) highlighted the existence of strategic marketing planning for private tertiary institutions. As to the marketing mix variables application, it was realized that not all 7Ps (product, price, place, promotion, physical evidence, process & people) are used in sync and this has an impact on the institutions performance. The research findings indicate that long term and short term plan are used and a marketing plan drives the institutions activities. Bamfa (2013) investigated the role of marketing communications in the enrolment of students in private universities in Ghana. It was found that private universities that effectively and efficiently manage their advertising campaigns stand the chance of positioning themselves well and thus gain sustainable competitive advantage in the industry.

Chawla (2013) also emphasized the existence of 7Ps (product, price, place, promotion, physical evidence, process & people) of service marketing mix in education service sector, which have their significance for the students, while making their choice about any institution. Odio(2014) conducted a research about factors influencing students enrolment in social studies education and found that employment opportunities, gender and environment factors influence students enrolment in social studies programmes.

Fosu(2014) made an attempt to identify the important factors that influence students choice of university. The study found that, courses offered, high calibre lecturers, well stocked library and internet, flexible lecture time table, and recognition of qualification by employers were the most important factors that influence students' choice of university.

Yamamoto (2006) examined the university selection criteria of students for better university management with the use of marketing tools and found that families were very influential when one is selecting a university. Haur (2009) conducted a research to determine and understand the factors influencing students intention to continue their study at higher educational institutions. The study found that cost of education, content and structure of degree, people (family, friends, peers, and teachers), gender

and educational background are significant factors that influence student's intention to study at a higher education institution. Messah (2011) conducted a study on student enrolment in private universities in Kenya and revealed that print media; newspapers, brochures and alumni networks were rated highly as the most effective marketing communication tools to provide information

to prospective students. Similarly, Sarwar (2012) examined the factors that influence the students in selecting their higher learning programs in various higher 25 learning institutions in Malaysia. The result shows that university teaching quality is the most important factor that influences a student in selection of his/her higher learning institution followed by university facilities, program structure and accreditation, campus facilities. A study was also conducted adopting students as customer approach.

Watjatrakul (2014) examined students' beliefs regarding outcomes of the adoption of the student-as-customer concept and the interaction effects of these outcomes and the social influence on students' attitudes toward acceptance of the student-as customer concept and their intentions to study at universities. The result indicated that students believe that the universities' adoption of the students as customer concept will lead to improvement of the educational service. The instructors are more committed to

increase educational quality and pairing student-instructor relationship. This will help in achieving course achievement easily

Most of the researches have accepted the need for strategic marketing planning in promoting the educational services. The impact of different marketing variables is also studied to identify key factors that affect the enrolment in higher education. Efforts have also been made to identify new marketing mix that is more suitable to promote educational services. Among the outcomes of the researches most of the students prefer qualified lecturers. College facilities, and employment opportunities were the other factors students valued more while selecting a college.

Research Gap

There have been multiple researches made in the similar areas but this research would throw light on the process of admission leading to the placements viz-a-viz the commitment given by the institute during admission resulting to a negative impact of masters of business administration.

Objectives of Research

1. To evaluate the impact of admission marketing strategies resulting to admissions undertaken by selected private Masters of business administration colleges in bengaluru in last three academic years.

2. To ascertain the psychological factors affecting students decision making in joining a private Masters of Business Administration college in last three academic years.

3. To indicate the significance of academic quality and infrastructure facilities provided by private Masters of Business Administration colleges.

4. To summarize the quality of employment opportunities provided through campus placements by private Masters of Business Administration colleges.

5. To analyze the approach of private Masters of Business Administration colleges towards following guidelines of regulatory agencies.

6. To estimate the factor of tuition fees in order to decide the Masters of Business Administration college by a student

7. To review the list of value added skill programs required in the job market undertaken by the college as per specialization selected by the students.
8. To determine the scope of global exposures for the students

9. To differentiate personality development focussed tarining related to employability among the students

10. To classify specialization based national & international internship opportunities given to the students

11. To report the mix of management clubs & activities conducted for the students as per specializations

12. To identify the focus on & importance of mentoring based career guidance

13. To trace academia-industry collaboration in teaching the course

14. To examine the ratio of admissions & placement for mba students

15. To analyze the assurance given by the mba colleges during admission towards placements

Hypotheses

1. Increasing number of private MBA colleges have a negative impact on weightage of mba and quality of education.
2. Mba from private colleges offers better value addition to professional development and employability to students.

Area of Research

The Area of the Research is 200 private Master of Business Administration Colleges in Bengaluru.

Research Design

A research design can be defined as the preparation of conditions, for the collection and analysis of data in such a manner, which aims at combining relevance to the research purpose with economy in procedure. In other words, the design arrangement of a research project is commonly known as the research design. The properties of research design are descriptive, exploratory

in nature & having formulative design. Primary data collected through observation & interview schedule.

Secondary data collected through study of pre research thesis, research journals and published reports. Data entered into excel spread sheet and transferred to SPSS data sheet for further processing. Cross tabulation is used for variables.

The primary data is supplemented by secondary data. A pilot survey will be conducted among 20 students to check the reliability of data collected through interview schedules and questionnaires. The conceptual framework for research consisting of 7P's of marketing mix developed by kotler and fox (1995) specially designed for educational institutions have been used.

Sampling Method

Purposive sampling has been used for universe (scope) of research study and random sampling has been used for selecting study unit (Masters of Business Administration student). A sample of 1500 students studying Masters of Business Administration in private colleges in bengaluru & 500 parents of the students studying Masters of

Business Administration in private colleges have been taken as a sample size. The sample size has an unique mix of occupation, age & socio-economic background.

Chapterization

1. **Chapter 1 : Introduction**

   In this chapter, the objective of the research, area of the research, research design, sampling method, importance of the research topic and the relevance of the research to the society would be explained in detail.

2. **Chapter 2 : Academic framework and infrastructure of private management colleges**

   In this chapter the entire framework or structure of Masters of Business Administration course would be explained along with

facilities offered by the colleges to the students would be discussed.

3. **Chapter 3 : Placement & Admission marketing strategies of private management colleges**

In this chapter the dynamic, relevant placement & admission marketing strategies adopted by private Masters of Business Administration colleges would be explained.

4. **Chapter 4 - Regulatory bodies for private management colleges**

   In this chapter, the regulatory authorities governing the private Masters of Business Administration colleges with their laid down parameters for the colleges to follow & compliance of the same would be discussed.

5. **Chapter 5 - Conclusion findings and suggestions**

   In this chapter, the entire study would be concluded along with findings & suggestion would be recommended.

Bibliography

1. Killing Marketing: How Innovative Businesses Are Turning Marketing Cost Into Profit, by Joe Pulizzi and Robert Rose
2. Integrated Marketing Communications: Putting It Together & Making It Work, by Don E . Schultz, Stanley I . Tannenbaum, and Robert F. Lauterborn
3. The Practice of Management, by Peter Drucker
4. The End of Competitive Advantage: How to Keep Your Strategy Moving as Fast as Your Business, by Rita Gunther McGrath
5. Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant, by W. Chan Kim and Renee Mauborgne
6. Location is (Still) Everything: The Surprising Influence of the Real World on How We Search, Shop, and Sell in the Virtual One, by David Bell
7. The Unexpected: Breakthrough Strategies to Supercharge Your Business and Earn Loyal Customers for Life, by Howard Brodsky
8. Top of Mind: Use Content to Unleash Your Influence and Engage Those Who Matter To You, by John Hall

9. Alipour, M., Aghamohammadi, A., Ahmadi, R., &Hadi, S. (2012). A new educational marketing mix: The 6ps for private school marketing in Iran.
10. Research Journal of Applied Sciences, Engineering and Technology, Vol.4(21), 4314-4319.
11. Bamfo, B.A., &Atara, B.A. (2013). The role of marketing communications in student enrolment in private universities in Ghana. Global Advanced Research Journal of Management and Business Studies, Vol. 2(5), 268-278. Bulley, C.A.(2014). Strategic marketing in education services, the case of private tertiary institution in Ghana. International Journal of Economics, Commerce and Management, Vol. II(6),1-17
12. Bunnell, T. (2005). Strategic marketing planning in international schools.International Journal of Educational Management, Vol. 19 (1).
13. Chawla, M. (2013).Customers' (Students') perception about 7Ps of higher education marketing mix.Asian Journal of Multidisciplinary Studies, Vol.1(2), 106-112.

14. Enache, I.C. (2011). Marketing higher education using the 7 Ps framework. Bulletin of the Transylvania University of Brasov, Vol. 4(1), 23-30.
15. Fosu, F.F.,&Poku, K. (2014).Exploring the Factors That Influence Students' Choice of Higher Education in Ghana, European Journal of Business and Management, Vol.6 (28), 209-220.
16. Haur, L.S. (2009). Higher education marketing concerns: Factors influencing Malaysian students' intention to study at Higher Education Institutions. Thesis submitted to University of Malaya, Malaysia.
17. Helgesen, O. (2008). Marketing for higher education: A relationship marketing approach. Journal of Marketing for Higher Education, Vol. 18 (1), 50-78. Ho, H.F., & Hung, C.C. (2008). Marketing mix formulation for higher education: An integrated analysis employing analytic hierarchy process, cluster analysis and correspondence analysis. International Journal of Educational Management, Vol. 22(4), 328 – 340.

18. Ivy, J. (2008). A new higher education marketing mix: The 7Ps for masters in business administration marketing. International Journal of Educational Management, Vol. 22(4), 288-299.
19. Publisher American Marketing Association, Country -United States, ISSN15477185, 00222429, Coverage 1969, 1971, 1973, 1977, 1979-1981, 1996-2020
20. International Journal of Research in Marketing, Publisher Elsevier, Country Netherlands, ISSN – 01678116, Coverage 1984-2020
21. Marketing Theory, Publisher -SAGE Publications Ltd, Country -United Kingdom, ISSN - 14705931, 1741301X, Coverage 2001-2020

End of Report